

**51%**  
**KDND-FM**  
**4th QUARTERLY ISSUES REPORT**  
**Oct 1, 2013 – Dec. 31, 2013**  
**Sundays, 6:00A-6:30A**

DATE	TIME	SHOW #	TOPICS
10/3/13	25:00	1264	We'll talk with author Elizabeth Gilbert about her new book, which takes her back to her fiction roots and back in history... Plus planting a food forest and securing seeds for the future.
10/10/13	25:00	1265	Women from around the globe are brainstorming climate change solutions... Plus connecting kids in a landlocked state to the sea – and student debt problems aren't just about college.
10/17/13	25:00	1266	With the global economy still in recovery, let's look at an interesting counter-economy... It's Burning Man – an annual community that springs up in the desert over Labor Day then vanishes. And no money is allowed.
10/24/13	25:00	1267	This week on 51%, remembering babies who were once supposed to be forgotten. We'll hear why a very special memorial is healing hearts, and look at programs aimed at saving mothers and babies.
10/31/13	25:00	1268	We'll talk with a woman whose blog has become a business advising workers and entrepreneurs in the tech field. A recent science test showing that American girls are lagging behind boys has brought women in science back into the national conversation. More than 50 years ago, one group of engineers argued that training girls in scientific fields is not just about equality; it's about the fate of our nation. Allison Quantz has this story.
11/7/13	25:00	1269	It's a new economy – and the fastest growing fields don't pay enough to live. Tsedeye Gebreselassie, is a staff attorney at the National Employment Law Project tells us more. Plus, Afghan woman who says the best thing the US can do for her country is get their troops out now. And despite a recession, Ireland's committed to doing what it can to help the hungry around the world.
11/14/13	25:00	1270	Are we ready for a woman president? Also on this week's 51%, a collection of personal essays about a city that's hard to let go.
11/21/13	25:00	1271	For most Americans, Thanksgiving is about a big meal and complicated plans to gather extended families together. This week on 51%, Susan Barnett focuses on today's realities for the descendents of the native people who made that first Thanksgiving meal possible.
11/29/13	25:00	1272	This week on 51%, Susan Barnett speaks with the head of an organization who is asking for your help. The goal is to get the UN to create safe passage for workers bringing food and medicine to a country decimated by a brutal
12/5/13	25:00	1273	Do you know what goes on in your child's classroom? This week, teaching to tests – and colleges trying to keep up with a changing world.
12/12/13	25:00	1274	How much of American consumerism is a reaction to fear? This week, recording the gotta have it reaction to a post 9-11 reality... plus why have we given up on recycling?
12/19/13	25:00	1275	We're heading for a new year and a time of hope– let's concentrate on the power of one. This week, some inspiration to make your own meaningful changes and maybe make the world just a little bit better.
12/27/13	25:00	1276	We're heading towards a new year, a time to take a look back, take stock, and then focus on the road ahead. This week on 51%, Susan Barnett is featuring some of her favorite interviews from 2013. One of them is with the head of a group trying to convince the public, and the government, that ethics, economics and good old common sense all demand that we re-examine our handling of wild mustangs.

KDND-FM  
Quarterly Issues Report: 4<sup>th</sup> Quarter 2013  
Public File 2  
Sundays, 6:30A-7:00A

**CATEGORY: EDUCATION**

Issue: **Jeff Keith Ride for Reason – benefiting non-profits that work with children in foster care**  
Program: Public File 2  
Date: October 5, 2013

Description: Ride for Reason is in support of two local non-profits that work with children in foster care. Martin's Achievement Place: their mission is to improve self-esteem, personal relationships, and communities by providing quality individualized, therapeutic, educational, and support services to children, families, and adults impacted by sexual abuse and trauma; Crossroads Treatment Center: Dedicated to helping youth develop the skills needed to be successful in life. Located in the Greater Sacramento area and work with children and youth from throughout California. As a non-profit agency, they welcome the support from individuals, families, and businesses who want to make a difference in a child's life.

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Quarterly Issues Report: 4<sup>th</sup> Quarter 2013  
Public File 2  
Sundays, 6:30A-7:00A

**CATEGORY: HEALTH**

Issue: **March of Dimes Fundraiser – Sacramento Magazine's "Best of Sacramento" event**  
Program: Public File 2  
Date: November 9, 2013

Description: Thunder Valley Casino Resort will once again present the "party of the year," to benefit our local March of Dimes. Since 1999, Sacramento Magazine has helped raise nearly \$4,000,000 through this event, in support of the March of Dimes' mission to improve the health of babies.

March of Dimes helps moms have full-term pregnancies and research the problems that threaten the health of babies. They reach moms with information on having full-term and healthy pregnancies. Professional education and medical resources on topics like premature birth and birth defects, are helping health care providers better support their patients.

Issue: **BloodSource**  
Program: Public File 2  
Date: November 16, 2013

Description: It's the 22<sup>nd</sup> year of celebrating a great holiday tradition with KRXQ 98 Rock and BloodSource. The Rock n' Roll Up Your Sleeve Blood and Marrow Drive. BloodSource blood donors, volunteers, financial supporters and dedicated employees grant patients another day through the precious gift of blood. The community-based, not-for-profit blood center provides blood and services throughout Northern and Central California and beyond – wherever and whenever they need. When you support BloodSource, yes, you do save lives.

Issue: **Varicose Veins – Prevention & Treatment**  
Program: Public File 2  
Date: November 23, 2013

Description: Varicose veins are a chronic and progressive disease; chronic, meaning ongoing, not going away – people with bad veins don't stop having bad veins; progressive, meaning there is a tendency for the varicose veins to become more extensive and more uncomfortable over time. The rate of worsening is not the same for everyone. In general, not treating your varicose veins just means they'll continue to worsen. As the disease progresses, swelling of the ankle becomes a more prominent symptom. Because of longstanding back pressure down the leg, there is poor capillary flow at the ankle level. That causes deterioration of the health of the skin, with thickening, darkening, and easy skin breakdown and non-healing sores. These sores are called stasis ulcers. Varicose veins, especially larger ones, can spontaneously clot. This affects women and men.

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Quarterly Issues Report: 4<sup>th</sup> Quarter 2013  
Public File 2  
Sundays, 6:30A-7:00A

**CATEGORY: HEALTH (Cont'd)**

Issue: **Smile for a Lifetime**  
Program: Public File 2  
Date: December 28, 2013

Description: The Smile for a Lifetime Foundation is a non-profit, charitable organization comprised of local chapters throughout the country that provide quality orthodontic treatment for patients who may not have the opportunity to achieve a beautiful, straight smile without financial assistance.

Smile for a Lifetime Foundation has participating orthodontists throughout the United States. Each chapter has its own local Board of Directors who chooses the patients treated by the foundation each year.

Image Orthodontics is proud to sponsor two chapters of the Smile for a Lifetime Foundation in Sacramento and San Francisco.

**CATEGORY: MINORITIES, WOMEN & AGING**

Issue: **Placer ARC**  
Program: Public File 2  
Date: October 19, 2013

Description: Placer ARC is a vibrant agency, serving the communities of Placer County and surrounding areas. Started as a grassroots advocacy association by parents in the late 1950's, the agency transformed to give life to 12 programs serving infants, children and adults through the ensuing years. At present, Placer ARC operates 5 programs of fundamental importance to the community, of which individuals with special needs are an integral part.

Placer ARC is a private non-profit corporation, chaired by a volunteer community board and supported by individuals dedicated to promoting the welfare of persons diagnosed with a developmental disability or at risk of a developmental disability. Although individuals with special needs have always been a part of our society, the board, the association and the staff still have work to do to strengthen the general public's understanding and acceptance.

Issue: **Sierra Storm Quad Rugby – Sacramento Rugby team for the disabled**  
Program: Public File 2  
Date: November 2, 2013

Description: Players may have various disabilities that preclude their play in able-bodied sport competition. Players must have a combination of upper and lower extremity impairment to be considered as eligible to participate. Most of the players have sustained cervical level spinal injuries and have some level of quadriplegia as a result.

Issue: **March of Dimes Fundraiser – Sacramento Magazine's "Best of Sacramento" event**  
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**CATEGORY: DRUG ABUSE**

Issue: **Safe Driving over the Holidays – Avoid DUI**  
Program: Public File 2  
Date: December 14, 2013

Description: 'Tis the season for family, friends and holiday festivities. While this is a time to celebrate, it is more importantly a time to remain safe and alert behind the wheel. Chris Cochran, Assistant Director of the California Office of Traffic Safety, shares important information and tips to keep you and your loved ones safe while driving this holiday season.

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**CATEGORY: HOUSING**

Issue: **Keep Your Home California**  
Program: Public File 2  
Date: October 12, 2013

Description: Keep Your Home California is a free service for homeowners who have suffered a financial hardship, to help them stay in their homes, maintain an affordable mortgage payment and avoid foreclosure. Four beneficial programs to assist homeowners in California: Unemployment Mortgage Assistance; Mortgage Reinstatement Assistance Program; Principal Reduction Program; Transition Assistance Program.

Issue: **Animal Cruelty Prevention**  
Program: Public File 2  
Date: September 21, 2013

Description: The Placer SPCA is proud of their center's history and the reputation within their diverse community of more than 300,000. Through the years of dedication and hard work, the staff and volunteers at the Placer SPCA have created a truly unique companion animal center where the animals really do come first, and where they are collectively committed to creating a community where every adoptable companion animal has a loving home. Today, the Placer SPCA continues to grow and provide many innovative programs to enhance animal well-being and improve adoptability, such as: kennel enrichment and socialization strategies, behavior modification counseling and training, foster care and mobile adoption. They also work closely with the community to provide adoption counseling, spay/neuter assistance and education, pet lost and found, pet classes and workshops, humane education, collaborative rescue efforts, and volunteer opportunities.



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Issue: **Military Families**  
Program: Public File 2  
Date: October 26, 2013

Description: California Marine Families is a non-profit group founded with the specific purpose of supporting Marines and their families. Their mission is to provide moral and physical support to Marine and Poolee families; endeavor towards community awareness and involvement; and devoted to supporting our troops.

Issue: **Sierra Storm Quad Rugby – Sacramento Rugby team for the disabled**  
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Issue: **Me-One-Foundation**  
Program: Public File 2  
Date: November 30, 2013

Description: The Me-One-Foundation is a non-profit organization dedicated to lightening the load that cancer inflicts on a family. We offer a weekend of fun, respite, and pampering for adults with cancer and their families. At Camp Challenge, we focus on bringing joy and laughter back to the forefront of our campers' lives. Cancer may be diagnosed in one person, but it radiates to the whole family.

Issue: **Kylee Lillich Charitable Giving Tree**  
Program: Public File 2  
Date: December 7, 2013

Description: Our mission is to carry out charitable purposes for children. The primary activity of the non-profit organization, The Kylee Lillich Charitable Giving Tree, is to help children all year long and to carry out our annual holiday giving tree whereby we collect, organize, and distribute new toys and new clothes to needy, grieving and hospitalized children (0-18 years old) that are referred to our organization. Wishlists/referral forms are completed by hospital nurses and social workers, school nurses, teachers and principals, and by program administrators and sent to us to fulfill. Our non-profit has helped over 7,000 children since 2002 and now averages over 700 kids per year. Makuni's and DeVere's pub hosted a Willy Wonka-themed toy drive in support.

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**CATEGORY: YOUTH & FAMILY (Cont'd)**

Issue: **Center for Fathers & Families**  
Program: Public File 2  
Date: December 21, 2013

Description: Founded in 1994, the Center for Fathers and Families' mission is to strengthen families and build communities in the Greater Sacramento region by offering a network of programs and services that lead to family growth, enrichment, and empowerment.

The Center for Fathers and Families is a private non-profit agency with a strong history of responding to the needs of fathers and their families by offering programs and services that lead to family growth, enrichment, and empowerment. As an established centerpiece within Sacramento communities, the Center's goals are to re-establish and reiterate the importance of fatherhood in both the home and the community, and to promote the theme to all men that "Fatherhood is Forever."

# **THE BEST OF OUR KNOWLEDGE**

**KDND-FM**

## **4th QUARTERLY ISSUES REPORTS**

**Oct. 1, 2013 – Dec. 31, 2013**

**Sundays, 7:00A-7:30A**

DATE	TIME	SHOW #	TOPIC
10/1/13	25:00	1202	Dr. Benjamin Weiss, Associate Professor of Planetary Sciences in the Department of Earth, Atmospheric and Planetary Sciences at M-I-T, speaks with The Best Of Our Knowledge's Science Reporter David Guistina about his work studying the building blocks of planets.
10/9/13	25:00	1203	Jim Ziolkowski, the founder and CEO of the non-profit buildOn, talks about his new book, "Walk In Their Shoes: Can One Person Change The World?" which tells the story of how he started struggling to get funding for a small school building project...and wound up founding the world wide non-profit buildOn.
10/16/13	25:00	1204	Dr. Gregory Stock has written new book, "The Book of Questions", which is a compiled book of thought and conversation provoking questions. Also on the program, an investigation of American nuns by the Vatican is discussed.
10/23/13	25:00	1205	There is growing controversy around the country about the Common Core education standards that almost every state is adopting. Some of that controversy is just political posturing and blow-hardiness. But one element may be worth listening to: the teaching of cursive writing is not part of the standards.
10/30/13	25:00	1206	Earlier this year we got word from NASA that, after traveling through space for nearly 35 years, the probe Voyager 1 has left our solar system and headed off into, well...we really don't know do we. However we are getting a better idea of what type of planets are systems are waiting beyond our solar system.
11/6/13	25:00	1207	Can knowledge be patented? A series of court rulings in the past few years have given conflicting answers to that question. We'll speak to a patent attorney about some of the most prominent intellectual property patent cases of the last few years...including one that still not settled. We'll also find out if a university that was used as part of the Manhattan Project in the 1940s is radioactive today.
11/13/13	25:00	1208	Filmmaker M. Night Shyamalan has entertained audiences for over two decades with movies like <i>The Sixth Sense</i> , <i>Unbreakable</i> and <i>Signs</i> . As founder of the M. Night Shyamalan Foundation he has lead initiatives to feed the hungry, empower women and provide children in Africa with lifesaving vitamins. Now, he is tackling one of the most hotly debated topics here in the US...schools.
11/20/13	25:00	1209	Dr. Rebecca Gladding is an instructor and attending psychiatrist at UCLA. Along with Dr. Jeffery Schwartz she is the author of "You Are Not Your Brain - The Four Step Solution for Changing Bad Habits, Ending Unhealthy Thinking and Taking Control of Your Life". I spoke with Dr. Gladding about how it seems sometimes your brain can be your worst enemy. Plus a closer look at the superheroes in special education.
11/27/13	25:00	1210	Flipping school could be the answer to underperforming schools. Bob Barrett speaks with Jerry Overmyer, mathematics and science outreach

# ***THE BEST OF OUR KNOWLEDGE***

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## **4th QUARTERLY ISSUES REPORTS**

**Oct. 1, 2013 – Dec. 31, 2013**

**Sundays, 7:00A-7:30A**

			coordinator and a math teacher at the MAST Institute at the University of Northern Colorado, about saving a Michigan school.
12/4/13	25:00	1211	Dr. Ariel Anbar, a Bio-Geo-Chemist in the Department of Chemistry at the School of Earth and Science Exploration at Arizona State University, specializes in studying the origin of oxygen on our planet...and if you track down the origins of oxygen, you're on a pretty clear path towards the origins of life.
12/11/13	25:00	1212	The workflow in the microbiology laboratory is changing at a rapid pace, and microbiologists have the challenge of selecting the most appropriate, clinically useful, and cost-effective automation for their labs. Dr. Carey-Ann Burnham, an Assistant Professor of Pathology and Immunology at the Washington University School of Medicine in St. Louis, and the Medical Director of Clinical Microbiology for Barnes-Jewish Hospital discusses. Plus Santa School, and the question of real or fake beards.
12/18/13	25:00	1213	<p>If you spend any time at all watching football you know concussions are getting a lot more attention. Now, the NFL is partnering with GE and Under Armor to promote their second Head Health Challenge...with up to 10 million dollars at stake.</p> <p>We'll also find out how some students and trade school are dealing with student debt...listen to the music of the Furry Ambers, a group made up of developmentally challenged members...and spend an academic minute with frisky honey bees.</p>
12/25/13	25:00	1214	Do you constantly split infinitives, start sentences with "and" or "but" and end sentences with a preposition? Have no fear, you've done nothing wrong. It seems many of the grammar rules that we've been following over the years are completely bogus. Today on The Best Of Our Knowledge, we'll talk to an English professor about the seven bogus grammar errors that you don't need to worry about...and a lot more about the state of writing in general.

KDND-FM  
Quarterly Issues Report: 4<sup>th</sup> Quarter 2013

Public File 1  
Sundays, 7:30A-8:00A

**CATEGORY: EDUCATION**

Issue: **Crocker Art Museum**  
Program: Public File 1  
Date: December 28, 2013

Description: The first public art museum founded in the Western United States, the Crocker Art Museum was established in 1885 and is now one of the leading art museums in California. The Crocker serves as the primary regional resource for the study and appreciation of fine art. The Museum offers a diverse spectrum of special exhibitions and programs to complement its collection of Californian art, works on paper, European art, international ceramics, photography, Asian art, and African and Oceanic art

KDND-FM  
Quarterly Issues Report: 4<sup>th</sup> Quarter 2013

Public File 1  
Sundays, 7:30A-8:00A

**CATEGORY: HEALTH**

Issue: **Kaiser Permanente – Sports Medicine/KP Becomes Medical Partner to Sacramento Kings**  
Program: Public File 1  
Date: December 14, 2013

Description: The Sacramento Kings announced today that Kaiser Permanente will be the team's new medical provider beginning with the 2013-2014 NBA season. Under this agreement, Kaiser Permanente sports medicine physicians, orthopedic surgeons, physical therapists, nutritionists, and health fitness specialists will provide Kings players with high quality care throughout the season. Kaiser Permanente will also work with the Kings' organization to expand healthy food options available for fans at Sleep Train Arena, the team's home venue.

KDND-FM  
Quarterly Issues Report: 4<sup>th</sup> Quarter 2013

Public File 1  
Sundays, 7:30A-8:00A

**CATEGORY: ENVIRONMENT, ENERGY & TRANSPORTATION**

Issue: **Bay Delta Conservation Plan**  
Program: Public File 1  
Date: October 5, 2013

Description: The Sacramento-San Joaquin Delta is unique. Not only is it a critical hub for California's water supply and infrastructure, its vast expanse encompasses nearly 740,000 acres, making it the largest estuary on the West Coast of the Americas. But the Delta is in crisis. The Delta suffers from aging levees, subsiding land, native fish species in decline while non-native organisms thrive, and increasing regulatory limitations in the amount and the timing of water diversions. All of this threatens to undermine both the Delta ecosystem and California's water delivery system.

Issue: **Recycling Made Easy in Placer County**  
Program: Public File 1  
Date: October 12, 2013

Description: Recycling is a fundamentally important conservation concept that often dominates the conversation about how we can help the environment. Two other concepts: "Reduce" and "Reuse" actually provide a much higher return for the environment for the effort extended. Waste prevention, also referred to as "source reduction," means changing habits to reduce the amount of trash created every day. Putting reduce into practice is one of the best ways to help your community decrease the amount of material that goes to the landfill.

Issue: **River-Friendly Landscaping – Sacramento County Department of Water Resources**  
Program: Public File 1  
Date: October 19, 2013

Description: The River-Friendly Landscaping Coalition is a collaboration between public agencies, non-profit organizations, designers, private landscape architects, and contractors in the Greater Sacramento Region.

The vision of the coalition is to improve the health of communities and ecosystems through sustainable landscaping in the Sacramento Valley and surrounding foothills.

The mission of the River-Friendly Landscaping Coalition is to provide individuals, businesses, and institutions access to information, resources, and ideas so that landscapes are designed, built, and maintained according to the sustainable practices of the River-Friendly Landscaping principles.



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Public File 1  
Sundays, 7:30A-8:00A

**CATEGORY: ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)**

Issue: **Check Before You Burn – Sacramento Metro Air Quality Management District**  
Program: Public File 1  
Date: October 26, 2013

Description: Residents and businesses are restricted or prohibited from using indoor and outdoor fireplaces, wood stoves, firepits and chimineas that burn wood, pellets, manufactured logs or any other solid fuel, when fine particle pollution is forecast to be elevated. It is your responsibility to check before you burn. Provided needed information to community as to the restrictions of burning, the penalties assigned to those who do not comply, and the reasons and results of this effort.

Issue: **Keep California Beautiful – American Recycles Day**  
Program: Public File 1  
Date: November 9, 2013

Description: Don't just recycle. Close the loop. Information on making recycling a daily habit and the vast amount of products made of recycled material. By purchasing products made of recycled materials, we are increasing the benefit of our recycling habits. There are numerous November events for America Recycle Day, a national effort. CSUS will host America Recycle Day on 11/14/13.

Issue: **Be the Change Winter Music Festival – a benefit for The Gathering Inn & Gold Country Wildlife Rescue**  
Program: Public File 1  
Date: November 30, 2013

Description: "Be the Change" Winter Musical Festival. All proceeds will go directly to these two organizations in Placer County: The Gathering Inn and Gold Country Wildlife Rescue. 100% of the funds will be used directly to help these two honorable organizations.

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**CATEGORY: MINORITIES, WOMEN & AGING**

Issue: **Personal Safety Awareness during the Darker Days of Fall & Winter**  
Program: Public File 1  
Date: November 2, 2013

Description: Tips on raising personal safety awareness during the darker days of the winter time change on November 2, 2013. Women are often the target of criminals, especially when shopping for the holidays in dark parking lots and garages. Don't be an easy target by not paying attention, looking at the ground, focused on cell phone or unaware of surroundings. A criminal can walk right up before you are even aware they have targeted you. Get basic self-defense training. Many people go to the gym, but that won't save your life. Martial arts are fitness with a purpose, a great workout with a big dividend on your fitness.

Issue: **Multi-purpose Senior Services Program – California Health Collaborative**  
Program: Public File 1  
Date: December 21, 2013

Description: MSSP is a statewide program available in over 30 sites in California. The California Health Collaborative MSSP is a non-profit, community-based program that provides case management services to the frail and low-income seniors in Sacramento, Placer, and Yolo Counties. MSSP strives to keep seniors safely at home for as long as possible. The program is staffed by Registered Nurse Care Managers, Social Work Care Managers, and Case Aides who provide monthly monitoring and assistance.

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Public File 1  
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**CATEGORY: YOUTH & FAMILY**

Issue: **Sacramento Food Bank & Family Services – 20<sup>th</sup> Annual Run to Feed the Hungry**  
Program: Public File 1  
Date: November 16, 2013

Description: Sacramento Food Bank & Family Services is a local, non-profit agency committed to serving individuals and families in need. With a staff of 40 and a volunteer force of over 5,800, Sacramento Food Bank & Family Services provides free emergency goods and services to 25,000 unduplicated men, women and children each month. Run to Feed the Hungry is an annual tradition in Sacramento. Taking place on Thanksgiving morning and attended by 30,000+ people. Proceeds benefit Sacramento Food Bank & Family Services.

Issue: **El Dorado Food Bank**  
Program: Public File 1  
Date: November 23, 2013

Description: The El Dorado Food Bank provides food assistance on a daily basis in partnership with over 40 local emergency food response agency sites including battered women's shelters, senior centers, local food pantries, under privileged youth programs, youth shelters, soup kitchens, maternity homes and more.

Issue: **Sleep Train Toy Drive for Foster Youth**  
Program: Public File 1  
Date: December 7, 2013

Description: Sleep Train has joined forces with specific and targeted non-profit organizations that support foster youth in the markets where they do business to help California's foster children. With help from the community, Sleep Train can provide foster kids with the little things that can make a BIG difference. Things like school supplies, new shoes, a holiday present, or even something as basic as warm clothes. Rob, Arnie & Dawn of 98 Rock held a toy drive to support the Sleep Train efforts on 12/14/13.